BLACK HAT SEO

LEECHING FROM AUTHORITY SITES

SECRETS TO FAST RANKINGS & BIG MONEY

JULES VINCENT

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Jules Vincent

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Preface

Do you remember the good old days? The internet was a new frontier, the new Wild West. The gold rush of the day was Search Word Optimization and aggressive sales practices that would eventually be labeled as unethical and lumped in with SPAM.

Most people will tell you those days are over. The golden age is over. Do a quick search around the internet and see how much time and energy the mainstream expends to convince you that it is not possible anymore. SEO is over.

And even the filthiest lie, repeated often enough, will be taken as truth.

The truth is the game is still very much alive. But the rules have changed. You have to be willing to adapt; you have to be willing to employ new tactics. But many of those who have adjusted their strategies to the new landscape have been well rewarded for their risk. They will tell you not only is SEO alive, it is more profitable than ever.

I am going to share a few strategies used today by myself and a very select few. These are black hat SEO strategies. I will talk about 'Parasites,' what they are, and how you can benefit at their expense. How you can put real money in your pocket by milking the milkers. I will point you in the right direction and offer as many tips as I can. But I can hold your hand. Ultimately it will be up to you to do the work. And as the game continues to change, to take what you have learned and adapt.

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Parasites: An Introduction

What are 'Parasites'?

Parasites, in this context, are the highest ranking, most visible websites on the internet. They are sometimes called Authority Sites. They are given the high priority by search engines. They are the most trusted and given the most bandwidth.

To look at it another way, they hog the internet. Competing with the big dogs on a one-to-one basis you have no chance of succeeding or sometimes of

even being seen.

What I am talking about here is using their trust for our benefit, beating them at their own game. I will be outlining steps you can use to utilize SEO ranking within their realm, creating pages on these highly trusted sites, ranking them and linking them back to your own site or sales page.

Who are these authority sites?

Most of their names should be familiar to you; some of them might be surprising. Some of them are obvious; Amazon product pages, YouTube, Facebook, but also HQ News sites and forums and Yahoo Answers. If you make a few random searches around the internet, on various search engines, you will see a pattern develop. The first results are always from a handful of hosts. These are the most established and trusted by search engines to provide reliable results. The ones that I have listed are by no means the only ones. And the list is somewhat liquid. The algorhythms move slowly, but the high authority sites do adjust and change over time.

Do some searches for 'highest ranked sites.' Look at the lists you are offered but also look at whose lists are featured. These are the most trusted names, brands if you will, on the internet. These are the ones tying up the internet and diverting traffic from the rest of us. These are the parasites.

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Why Bother With The Big Dogs?

Some will argue our time would be better spent avoiding these authority sites, sticking to our tiny ponds, and trying to develop some semblance of an empire. This is a quaint notion but its very naïve. You have as much chance against these authority sites as the average mom-and-pop store has against the big box retailers. The cards are stacked against you. The system has been built in their favor. Some of the rules were their suggestion. Especially today, when laws are being put into place to chip away at internet neutrality, trying to compete with these guys on a level playing field is a joke. To even think there is a level playing field is, at best, highly misinformed.

Most of these Authority Sites have been around for a long time. They are rigorously promoted. They have high metrics and usually big money. They

are well established and really rooted on the information superhighway. They have thousands, even millions of links leading back to them.

But they are trusted. The search engines rely on these sites to offer quality content and information. New pages on these sites can be quickly taking high numbers – thousands – of links and still be rated very quickly. Mostly on trust, and mostly on the name of the host site. You and I, even working together, could never hope for that clout.

Firing Under the Radar

Because of this clout, these sites can be linked thousands of times, in a short period of time. You couldn't do the same thing to your own website or homepage without setting off a series of red flags.

So in mind, the only way to compete is to use their trusted status to our favor. As an added bonus, this will free you up to focus on developing your SEO and creating content.

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Nuts and Bolts

I'm not going to get into the intricacies of Search Word Optimization or what makes good content. Those are entirely different books. But assuming you have the basics in place, I am going to show you how to get the most bang for the parasites buck.

I will provide screenshots and examples of the mechanics I am explaining here. But I will be keeping some of the more sensitive, private data, including my content -- much of which is still live and active on the net -- close to the heart.

And this is only one example. I do not intend for this to be a recipe, a simple set of instructions to follow word for word. There are several approaches and many ways to use Parasites to your advantage, often instructed by your content, sometimes unique to your situation. You have to be willing to adapt, as I have already stated.

What you will need

- **WEBSITE:** You are going to need your own domain name and website. Free websites or blogs or social media pages will not work. Your domain name should reflect your product. Nothing vague or cute or funny. You want to ensure that your links will pass the checks from the authority site, digital and human; as well as appear professional to the average user.
- **CONTENT:** Likewise, your content needs to be pristine and perfect. Professional. Do not be afraid to hire freelance writers to create your copy. The minimal investment will repay you exponentially. And nothing will drive people away or raise the danger flags as quickly as poor, shoddy presentation.
- **PRODUCT:** Obviously you need a quality product to offer. For this example I will be targeting an ever lucrative Forex niche. My product is a Click Per Action (CPA) offer.
- **LINKS:** The number of links you will need to generate may be overwhelming. Again, here, don't be afraid to outsource. There are many people willing to write links all day long at ridiculously affordable rates.
- **THE PARASITE:** This is up to you, and it will serve you well to do your research. For the example I am providing I will be targeting Topix.com. Some of you will recognize the name and know it is one of the largest forums and content generators on the internet today.

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Ranking on Authority Sites

The first thing we will need to do is get an article or thread live on our parasite, Topix.com for this example. This should be simple enough. Sign up and post a thread. Topix has subsections for almost every imaginable subject. I am posting in the finance sub forum because it relates to the product I am offering here.

Posting your thread and getting it to stick are two different animals. Here is where stealth and discretion are vital. Anything that appears to be advertising or promotion will be deleted by moderators. Any review by an affiliate that even smells like it might be a less-than-partial nudge away from the parasite will quickly disappear.

This is where it is essential that you have a well written article. Again I cannot stress enough the value of freelance writers for this. It has to be professional and impeccable while sounding natural and unbiased.

My product is a Forex-like bot intended to make trading easier and more efficient. So I commissioned a writer to create an extensive article on Forex trading. I gave him my keywords, instructing him to slip them into the text as often, but as naturally, as possible. I also gave him a list of secondary keywords instructing him to add them where he could.

So now I have an article discussing the current state of Forex and day trading. It's professionally written and will have no problem passing the grade and no one will have any issues with. Imbedded within it though, are my keywords and secondary keywords, reading naturally in the text.

Now one thing with Topix and some other authority sites, they will not allow any directories or anchor text, so you will only be able to use a naked URL for your link.

This is where it is vital that your domain name is relevant to the niche. At first I will point the domain name to a site within the Forex niche so it appears to be a legitimate reference point within the article.

Once you get the article live, let it grow some traffic over a few days. Now comes the time to have some fun.

Generating Links

We are going to generate a 'Viral Effect.' The Parasites, these authority sites, have material going viral naturally every day. So generating a viral effect on the Parasite will not raise any red flags. As I have stated before, these sites are being linked every day, thousands of time, more in some cases. Our activity will easily fly under the radar and go undetected.

I begin where most viral activity begins, on social media. I generally stick to Facebook, Twitter, and Pinterest. I have found these to be the most effective and the most natural place for the general public to share their interests and articles such as we are working with. Your results may vary, again I urge you to experiment and find where you fit best.

I unleash a campaign on posting, sharing, tweeting, retweeting, liking, pinning, reposting and repeat.

We want to give the impression that the article is gaining traction. It is being liked and shared and reposted and naturally taking flight, on the verge of going viral.

Next I will run an aggressive campaign for ten days, posting and linking non-stop. This is where you will need an extensive, massive number of links. I am talking about ten thousand tier 1 links over ten days, with about 60% of them being unique domains. And then I will have an exponential number of tier 1 links – blog comments, bookmarks, wikis, etc -- to give them even greater mass.

We need not worry much about anchor diversity or velocity. I have no problem generating a thousand to fifteen hundred links per day as long as a good majority are direct, tier 1 links. I tend to send almost half of my links directly to my main keyword, the other half going to my secondary keywords, and the remaining going to generic redirectors and directly the article's naked URL.

In most cases this much activity is more than enough to put the keyword at the top of the page in under a month.

After my linking campaign I will usually take a few days, but never more than a week, before I continue.

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Cashing In

Watch your post, now, as it rises in the ranks. As soon as it hits the front page on the search engines, it is time to redirect the domain back to your product site or landing page. By now it is unlikely that the Parasite will be rechecking the post to see if the link redirects. Now your only worry is the competition that may catch on in a few days. Simply direct the domain to your product page, including your affiliate ID. Now sit back and watch your numbers climb.

The example I have shown used Topix.com, but they are by no means the only outlet available. There are numerous, almost limitless, options for you to choose form. I only went with Topix because of the clout they wield. They are most definitely a giant even among authority sites. And they are almost overflowing daily with new content, the perfect target for our actions.

But this is essentially why Parasites are so lucrative, their authority and the trust they have gained. This is probably the very reason more people don't share these secrets, taking advantage of that trust and benefiting at their expense. But in today's digital landscape, playing nice will get you absolutely nowhere. If you want to succeed, you have to treat this as if you are fighting for your life. And when you are fighting for your life, all rules and ethics fall by the way side.
I have given you the basic steps; I have offered you the outline. There are blanks still for you to fill in. And again I urge you to experiment. Very few people are going to strike gold on their first try. Apply, observe and adjust. It shouldn't take you long to figure out what content works best, how to rank quicker and more efficient means to generate links, or even automate the whole process. Try, and try again, and watch the profits grow as you learn. Don't worry much about what fails, or what works for a while and fizzles out. As I've hopefully ingrained in your head by now, the key is to adapt. Learn from your mistakes, then wash your paws and begin again.

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The Evidence

In an effort to offer some proof of my results, I am including several screenshots. These are from a program I ran recently and span seven weeks of development.

	PR	Domain	Keyword				Day	Week	Month
	0	[redacted]	[redacted]	-	-	-	-	-	-
	0			-	-	-	-	-	-
	0			-	-	-	-	-	-
	0			-	-	-	-	-	-
	0			-	-	-	-	-	-
	0			-	-	-	-	-	-
	0			-	-	-	-	-	-
	0			-	-	-	-	-	-
	0			-	-	-	-	-	-
	0			-	-	-	-	-	-

FIRST DAY:

Not much to show yet. I have just posted my article and will execute the social media side of my campaign over the next few days.

	PR	Domain	Keyword				Day	Week	Month
	0	[redacted]	[redacted]	73	-	-	▲ 5	-	-
	0			120	-	-	▲ 180	-	-
	0			56	-	-	▲ 244	-	-
	0			-	-	-	-	-	-
	0			80	-	-	▲ 220	-	-
	0			48	-	-	▼ 6	-	-
	0			-	-	-	-	-	-
	0			-	-	-	-	-	-
	0			51	-	-	-	-	-
	0			-	-	-	-	-	-

FOURTH DAY:

This shows the natural progression after a few days. The keywords are fluctuating up and down naturally, perhaps with some added influence from the social media campaign. This is when I begin the full onslaught of links. My system is completely automated; from scraping for content for my contextual links to generating and posting the links themselves. I generally run this part of the campaign for ten days, generating between a thousand and fifteen hundred links per day.

	PR	Domain	Keyword				Day	Week	Month
	0	[redacted]	[redacted]	-	-	-	▼ 249	-	-
	0			-	-	-	▼ 220	-	-
	0			-	-	-	▼ 225	-	-
	0			-	-	-	▼ 261	-	-
	0			-	-	-	-	-	-
	0			-	-	-	▼ 244	-	-
	0			120	-	-	-	-	-
	0			85	-	-	▼ 14	-	-
	0			-	-	-	-	-	-
	0			-	-	-	-	-	-

ONE WEEK:

Here we see, after seven days of the campaign, that all the keywords have taken a dive. Do not be alarmed by this; this is perfectly natural. We are in the middle of our aggressive linking campaign, with thousands of links a day targeting this site. The ebb and flow is to be expected. Soon it will begin to jump, and higher than it has jumped so far.

	PR	Domain	Keyword				Day	Week	Month
	0	[redacted]	[redacted]	41	-	-	▲ 259	▲ 259	-
	0			-	-	-	-	-	-
	0			-	-	-	-	-	-
	0			42	-	-	▲ 258	▲ 258	-
	0			56	-	-	▲ 244	▲ 244	-
	0			34	-	-	▲ 266	▲ 266	-
	0			37	-	-	▲ 263	▲ 263	-
	0			37	-	-	▲ 263	▲ 263	-
	0			45	-	-	▲ 255	▲ 255	-
	0			-	-	-	-	-	-

TWO WEEKS:

This is near the end of the links campaign. We can see a lot more activity in the pages three through five. This is absolutely the activity we hope to see at this point.

	PR	Domain	Keyword				Day	Week	Month
	0	[redacted]	[redacted]	28	-	-	▲ 272	▲ 272	-
	0			52	-	-	▼ 8	▲ 248	-
	0			23	-	-	-	▲ 277	-
	0			34	-	-	▲ 266	▲ 266	-
	0			-	-	-	-	-	-
	0			-	-	-	-	-	-
	0			-	-	-	-	-	-
	0			-	-	-	▼ 270	-	-
	0			138	-	-	-	▲ 162	-
	0			-	-	-	-	-	-

THREE WEEKS:

I am finished with the campaign. We see the numbers in flux, jumping, diving and soaring. I will leave it alone for up to a week to see how it settles. If necessary at that point I will use some speed rank promotion package to lock in the positioning.

	PR	Domain	Keyword				Day	Week	Month
	0	[redacted]	[redacted]	42	-	-	▼ 8	▲ 9	-
	0			38	-	-	▼ 4	▲ 262	-
	0			33	-	-	▲ 2	▲ 267	-
	0			42	-	-	▲ 5	▲ 36	-
	0			58	-	-	▼ 2	▲ 242	-
	0			138	-	-	-	▲ 162	-
	0			24	-	-	▲ 276	▲ 18	-
	0			43	-	-	▲ 257	▲ 257	-
	0			40	-	-	▲ 2	▲ 260	-
	0			40	-	-	▲ 2	▲ 260	-

FOUR WEEKS:

All my keywords are now active. They're fluctuating quickly and chaotically. One is at the top of page three and the others are following closely. I grew impatient at this point and employed a speed ranker. This is not at all necessary with these numbers. But I still wanted to speed up the process a

bit. I will watch the speed rank links for a few weeks to really judge how well they perform.

	PR	Domain	Keyword				Day	Week	Month
	0	[redacted]	[redacted]	30	-	-	-	-	-
	0			17	-	-	-	▼1	▼13
	0			9	-	4	▼2	▼2	▼2
	0			1	-	2	▲4	-	-
	0			8	-	-	-	▼1	-
	0			10	-	5	▲1	-	▼7
	0			2	-	5	▲5	▲5	▲5
	0			1	4	4	▲3	-	▲4
	0			8	-	-	▼7	▲1	▲7
	0			3	1	3	-	-	▲1

SEVEN WEEKS:

As it turns, in this example these results are a little below what I would expect after seven weeks, especially with the speed rank links. But this is still good; this is still decent and desirable. This is one day after redirecting the domain to my product page. I have not seen any sales yet but I am seeing a good influx of traffic. This is to be expected. The numbers on the keywords continue to rise and fall. I go on another little mission pushing out more links just to stabilize the keywords and get a few of them closer to the top.

From here it's just a matter of time, watch and wait. This specific program will make $2000-3000 dollars a month and should run for a good long time. It is possible to generate more, but generally the bigger the income, the quicker they dry out or get noticed.

It's not that difficult to have several campaigns running at once. Especially if you automate your system, which will leave you ample time to enjoy the rewards, and live a comfortable life.

I will watch my campaigns and tend to them. When the rankings begin to fall I can add in new ones which is another nice thing about these smaller niches. The bigger niches usually won't afford you enough time for this. Remember, the bigger the playing field, the quicker someone will figure you

out and report you. It's for this reason that I prefer not to reach too high. I would much rather remain undetected and generate consistent numbers for a good long time.

An Incomplete List of Authority Sites

This list is subject to change over time and is by no means comprehensive. They are diverse and each has a unique way of functioning and protocols for interacting with it. Some will accept articles and pages, original content. Others will require you to work within profiles, forums, questions and answer sites, etc.

- http://youtube.com
- http://facebook.com
- http://twitter.com
- http://amazon.com - product pages
- http://watpad.com
- http://moonfruit.com
- http://about.me
- http://www.rebelmouse.com
- http://soup.io
- http://buzzfeed.com
- http://sportsblog.com
- http://digitaljournal.com
- http://imgur.com
- http://tripod.com
- http://sites.google.com
- http://pearltrees.com
- http://answers.yahoo.com
- http://wix.com
- http://www.purevolume.com

- http://www.savorthesuccess.com
- http://tribalpages.com
- http://topix.com
- http://gravatar.com
- http://forums.shutterfly.com
- http://libraryeverything.com
- http://www.dailymotion.com
- http://bleacherreport.com

High Quality News sites: These are especially useful as parasites when you employ a press release generator or small business web links provider.

- http://twitter.com
- http://linkedin.com
- http://www.dailystrength.org
- http://glipho.com
- http://wordpress.com
- http://weebly.com
- http://tumblr.com
- http://blogspot.com
- http://vimeo.com

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Serving Suggestions

ORM Offline

It's incredibly easy to apply these tactics to an ORM agency. Some would argue ORM seems designed for this. Use several authority sites, such as social networking accounts, belonging to your client. You want to have enough to fill up a full page of search engine results. If you don't have quite enough you may have to generate new ones. But this is simple enough to do.

Search out your own Parasites or feel free to choose from the lists I have provided. Employ the campaigns I have described, both the social networking and then the aggressive posting and link generation. These are usually simple to build and grow. In most cases any bad press you will receive will have the client's name or the business name in some long tail variation ending with a warning at the end. So it's no chore to rank an authority site for these terms and sweep from under the rug, or at least off the first page.

New Business Leads and Sales

Another twist on this can be used to generate new leads and traffic and even sales for a start-up. Ranking a new site or the site for a new business can take quite a bit of time. Often it is several months before your client may see any results. But ranking several authority sites for long tail variations of the client's keywords can speed up the process, as well as generate fast traffic and sales.

New Lead Generation

You can refine the previous tactic. Set up parasites for certain local businesses such as doctors, dentists, lawyers. Create a page to generate leads linked from your parasite. When you get this page ranked and generating leads you should be able to offer these leads to local businesses for a considerable fee. These leads will be hot and businesses are always desperate for hot, legitimate, new leads.

New Releases

A great way to put parasites into action is to take advantage of a new game release or a new movie coming out. The bigger the better. The earlier you can get your parasites in place the bigger the slice you can cut out for yourself. This works especially well with the clickbank products.

I have given you the tools now. None of this is brain surgery. Some of it may not seem easy, but it's pretty simple once you get your hands in and get dirty. Making money on the internet is not at all as hard as most will make it out to

be. I think a lot of people who don't have the discipline or dedication to do it themselves; they can't do it so they will tell you it can be done.

But it can. I have shown you many of the steps here. I have been doing it for years and will continue to do it. So get out there and set up your parasites and start generating your links. Experiment, try new things, and don't be afraid if something doesn't work right the first time. It is not failure until you give up. Experiment, observe and adapt.

Go forth, happy warriors!

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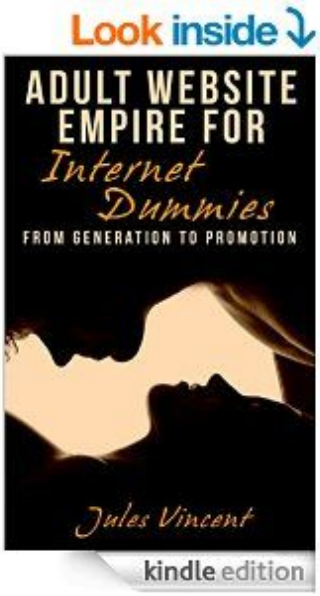
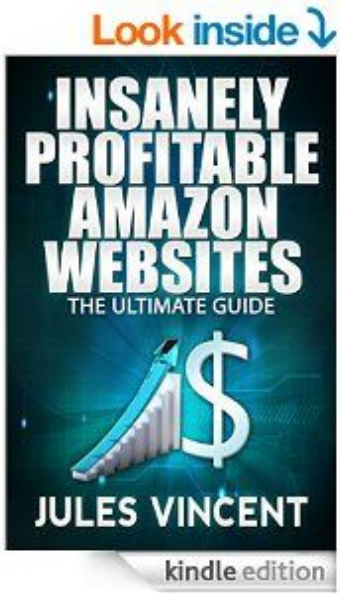


Adult Website Empire



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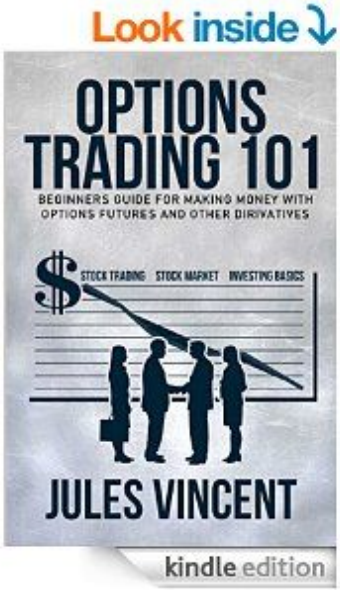

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